

Port St. Lucie, Florida marketing and graphic design firm specializing in web design and development, search engine optimization and marketing, advertising and corporate identity and branding - World Web Works. FL, Florida, Port St. Lucie, St. Lucie County, St. Lucie West.

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About World Web Works

World Web Works, located in Port St. Lucie, FL., provides top down, leading edge services throughout the Web-based business world: full-blown custom Web site design, development, and dynamic e-commerce solutions, a full cluster of database-focused applications and the complete menu of site optimization and online marketing services.

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About World Web Works

World Web Works, founded in 1997 as a web design and marketing communications firm, specializes in marketing communications and strategies, custom web design and development, web marketing, PR, email marketing and corporate image enhancement.

World Web Works works with partner agencies to offer a full range of marketing and corporate image enhancement services. Our services include:

- Graphical user interface (GUI) design using HTML, XHTML, CSS, Macromedia Fireworks & Flash
- Web standards compliance with basic accessibility issues (as they pertain to XHTML, XML)
- Planning, designing, and implementing web site structure and navigation layout with server side includes and dynamic content
- Designing and planning additions to sites
- Flash presentations
- Design & layout of e-mail newsletters
- Design & layout of press releases & white papers
- Image optimization
- Knowledgeable with TITLE & META tags, and page content for search engine optimization (SEO)
- Understanding of screen resolutions and how to design for them
- Testing with multiple browsers and operating systems to ensure the best compatibility possible
- Business to Business marketing, advertising and creative services
- Corporate and Business Marketing services
- Website development and application design
- Best Practice CSS Design
- Custom Professional Graphic Design and Corporate Image Enhancement
- Marketing and corporate image strategies for small companies and start up firms.
- Web Site design using cascading style sheets (CSS) and XML

Professional Web design, Database Design & Development.

- Small business web site design and development
- Custom CSS Web Design
- Cold Fusion Application Development
- Database Design and Development
- E-commerce Design and development
- Web Site Design & development
- Website navigation planning
- Web site search engine optimization (SEO)
- Search engine marketing (SEM)
- Web Site content, creative copywriting
- Website graphics and animations in FLASH
- Web based Email design and development
- Website based E-mail Marketing and Advertising
- Ad copy, copywriting , content and design
- Advertising and Marketing copy and Ideas and campaigns

Application Software Experience

- Macromedia Dreamweaver
- Macromedia Fireworks
- Macromedia Flash
- Adobe Photoshop
- Adobe Illustrator

Resources & Helpful sites

- [CSS & Semantic Markup Languages](#)
- [search engine optimization](#)
- [internet design philosophy](#)
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- Adobe Acrobat
- Adobe PageMaker
- Microsoft Office - Word, Excel, Access
- Microsoft Visual Basic (beginner)
- Microsoft Outlook
- Mozilla Thunderbird
- WebPosition Gold for SEO analysis
- WebTrends Statistics software
- Cold Fusion Application Server and Language
- Zues search engine/database
- Bradsoft TopStyle
- Various FTP applications
- Various CD burning apps
- Microsoft Windows Workstations - 95/98/ME/NT/2000/XP
- Microsoft Windows Servers - NT, NT 2000, NT 2003, Novell Linux Enterprise Server

Microsoft Certification

- Professional (MCP)
- Microsoft Certified Systems Engineer (MCSE)
- Microsoft Certified Systems Administrator (MCSA)

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